



SRH Berlin University of Applied Sciences
Berlin School of Popular Arts

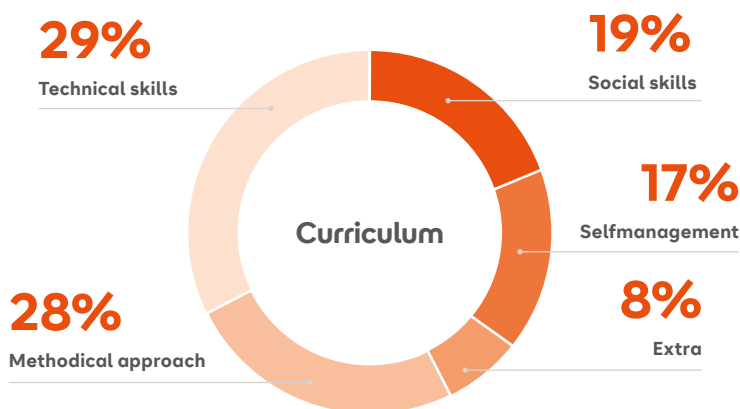
Creative Industries Management | B.A.

Our Unique Curriculum for You

This programme adapts traditional management strategies to the complex and dynamic world of the cultural industries and the broader creative economy. Learn to support, market and manage success in the creative industries. Develop a critical understanding of communication and entrepreneurship.

Competencies and Curriculum

- Business Strategy
- Media Studies
- Creative Entrepreneurship
- Marketing & Society
- Creative Industries Management
- Digital and Marketing Communications
- Project Management
- Public Relations & Artist Management



Semester 1

- Creative Industries & Businesses
- Business Strategy
- Creative Entrepreneurship Introduction Lab
- Concentration I: Music/Visual Arts/General
- Media Studies
- Research Skills

Semester 2

- Marketing & Society
- International Marketing Management
- Intercultural Communication & Personal Skills
- Concentration II: Music/Visual Arts/General
- Concentration III: Music/Visual Arts/General
- Languages (English, Spanish, German)

Semester 3

- Digital & Marketing Communications Management
- Digital Media Technology
- Digital Production
- Concentration IV: Music/Visual Arts/General
- Media Law
- Languages II (English, Spanish, German)

Semester 4

- Accounting
- Finance
- Concentration V: Music/Visual Arts/General
- Lab Project (Startup Lab)
- Project Management
- Research Methods I (qualitative & artistic)

Semester 5

- Internship/ Incubator/ Study Abroad

Semester 6

- Creative Career Development
- Organization & Leadership
- Public Relations & Artist Management
- Concentration VI: Music/Visual Arts/General
- Concentration VII: Music/Visual Arts/General
- Research Methods II (quantitative & qualitative)

Semester 7

- Innovation Management
- Creative Entrepreneurship Innovation Lab
- Cultural Theory & Popular Culture
- Art, Creativity and Research
- Bachelor Thesis

Your Future Career

Work within the arts, in design, fashion, film, photography, music or the performing arts. Find employment in advertising, publishing, tourism and leisure, TV and radio. Additional opportunities exist in communication, event, marketing, media, IT, esports and games.

Your Success Is Our Mission

- State-accredited programmes recognised worldwide
- Practical approach through internships, case studies, field trips
- Individual support from industry professionals
- Personal guidance by our Career Service
- "Customise your studies" exclusive offer
- 114 partner universities for exchange semesters abroad
- Students from 100+ countries create international spirit
- Institute for Professional Development in the Creative Industries
- Real-life projects with industry partners

Financing Your Studies

- EU students have access to 100% financing via "Study Now, Pay Later" solidarity-based initiatives designed to allow equal opportunities for all. Reimbursement starts after graduation and reaching a minimum income threshold.
- Non-EU students can take advantage of student loans/scholarships in their home country.
- Remarkable students may be considered for our Scholarship Programme and win up to 50% on their year 1 tuition fees.

"The internship further boosted my confidence and allowed me to see how well prepared I am for future endeavors."

Key Facts and Figures

Start

April and October

Duration

3.5 years

Mode

Full time

Credits

210 ECTS

Degree

Bachelor of Arts

Language

English

Tuition Fees

EU: €690 per month

Non-EU: €4,740 per semester

CORE Principle

Find all information on our CORE Principle here:

www.srh-berlin.de/en/core



Sara Ferrara
Student

Break Into the Creative Industries With Our Bachelor's Programme

Berlin School of Popular Arts

As a global cultural hub, Berlin is home to renowned art institutions, concert halls and theatres while entertaining a lively underground arts and music scene. Founded as the Hochschule der Populären Künste in 2010 by Robert Lingnau, Lars Roth, Mathias Welker and Ulrich Wunsch, the School of Popular Arts in Schöneberg fosters a supportive cosmopolitan community of art enthusiasts. All Bachelor's and Master's programmes are taught by art, music, film and media professionals with state-of-the-art equipment.

Entry Requirements

- General higher education entrance qualification (Abitur) or university of applied sciences entrance qualification (Fachhochschulreife)
- Proof of English proficiency: IELTS 6.5. We accept: Academic IELTS, IELTS Indicator | TOEFL iBT | PTE | CAE/CPE | Duolingo
- CV
- Copy of your passport/ID

Any questions?
We're happy to help out.
Email us or give us a call.
+49 30 515 650 200
studyinberlin@srh.de
www.srh-berlin.de/en

Find out more!

